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ABSTRACT

Numerous web sites on the Internet are dedicated to academic and career planning, market information, market trends, and job banks. A majority of the human resource management services offered on the Internet deal with the area of recruiting. The job placement activities emphasize searching vast databases of job openings and submitting resumes. The World Wide Web also provides a variety of information sources helpful to individuals striving to manage their careers in a rapidly changing work environment. Newsgroups function as electronic bulletin boards that offer a convenient way to gather career information and make professional contacts. Online help is also available in these areas: salary negotiating, preparing for interviews, and interviewing online. Within the past 2 years, career development services on the Web have undergone a virtual metamorphosis. Information about colleges and universities comprises a large content area on the Internet. Telementoring is becoming popular as a way for students to seek career advice and counseling. Career planning services continue to proliferate on the Web. Some web sites are beginning to expand their resources to include private counseling, but there is still very little attention given to testing and self-assessment related to career planning. (Appendixes include six tables related to various types of web sites with their addresses. Contains 26 references.) (YLB)

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Abstract

Career service sites on the World-Wide-Web continue to proliferate at a rapid pace. The sites provide services in such areas as career planning, career advice, job hunting, recruiting, and salary negotiations. A number of sites focus on the special career needs of women, minorities, and entrepreneurs. A large portion of what is offered on the Internet consists of job placement activities. They emphasize searching vast databases of job openings and submitting resumes. Information about colleges and universities contains a large content area on the Internet as well. All of this information has led to the increased popularity of using the Internet as a resource for career management and development. Some web sites are beginning to expand their resources to include private counseling, but there is still very little attention given to testing and self-assessment related to career planning.

On-line Career Services: A Brief Update

by

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Introduction

Beginning as computer networks for the military, the Internet has evolved into a world-wide network of at least 13 million interconnected computers. The Internet has grown from 130 websites in 1993 to millions today. By the year 2000, over 100 million homes will have access to the World Wide Web. This growth is a result of families and friends using the Internet to communicate inexpensively and to access news and information. For many, the Internet has become the vehicle of choice for communicating, banking, and even shopping.

As Internet use becomes more widespread, businesses are merging onto the Information Super Highway to showcase their products and services via web pages. Just like any other industry, human services organizations are utilizing the Internet to support businesses as well as individuals. Much of the human services offered on the net deal in the area of health services. These services help clients stay healthy and aid them in managing health care. Counseling and benefits providers are beginning to make their way onto the web as well. However, of the various types of human services offered, it is the career services, in particular, that have become so readily available and easily accessible.

The majority of the human resource management services offered on the Internet deal in the area of recruiting. According to Mike Frost (1997), director of on-line services for the Society for Human Resource Management, "The web has created the ability for instant information, instant recruiting, and instant networking" (p. 4). Use of on-line recruiting, also known as "cybercruiting" or "e-recruiting," has mushroomed 353% for the 1997-1998 years. Within the past two years, the explosion of Internet tools

for job seekers and recruiters has evolved from simple classified ads to on-line storefronts for traditional headhunting services.

Recruiting Services

On-line recruiting provides a two way service for job seekers and employers alike. The Internet is making the frustrating and tedious process of job hunting a bit easier by offering services that match employers with prospective employees. Companies like Corestaff Services have launched an on-line recruiting program called SearchLines. Through this program, applicants register job preferences and qualifications confidentially 24 hours a day. Once registered, the information is screened for its compatibility with positions offered within the job database. If a match is found, candidates receive notification via e-mail, and they can then submit a resume. Other recruitment sites may feature programs that pinpoint geographic and professional preferences and allow for resumes to be posted. Career Mosaic (http://www.careermosaic.com) and The Monster Board (http://www.monster.com) are considered the largest of this type of on-line job sites. These sites contain search engines, which make the task of looking through thousands of job listings much simpler by categorizing jobs according to location, job type, or salary range.

Recruiting on-line provides positive affects for both job seekers and employers. Some of these include reaching a larger audience, having more geographical exposure, and providing a more economical process for everyone. Electronic registries allow staffing companies to establish relationships more quickly with job applicants than other recruiting venues. Although job placement services are among the fastest growing services on the Internet, they have not replaced traditional recruitment methods. Rather,

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they enhance searches for human resource departments and job seekers. The most common positions filled through Internet recruiting are mainly entry level and clerical positions. Human resource professionals are likely to use the Internet to fill positions paying between $25,000 and $60,000 a year.

Outplacement firms have become an inevitable result of businesses downsizing in the 1990s. They have grown so rapidly that they now have their own trade group, the Association of Outplacement Consulting Firms International (AOCFI) (http://www.aofci.org). This trade group's site helps locate local outplacement professionals for those who visit, including information on job search trends and a message board that focuses on issues related to the outplacement community. The Online Career Center (http://www.onlinesports.com/pages/CareerCenter.html) is a resource for both employers needing new hires and job seekers. This site lists information on professional organizations and outplacement services. While job placement and cybercruiting make up a large part of on-line career services, what is offered is certainly not restricted to that area.

Career Management Services

The World-Wide-Web provides a variety of information sources helpful to individuals striving to manage their careers in a rapidly changing work environment. One such source of career information is newsgroups. They have become a popular means of getting in touch with people in similar occupational fields of interest. Functioning as electronic bulletin boards newsgroups offer a convenient way to gather career information and to make professional contacts. Furthermore, they are a means by which peers can interact with one another on-line. Dropping in on these discussions can be an effective way to learn about particular concerns and issues facing individuals in a

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given profession. Newsgroups can also be an networking tool. They can be found through professional associations or special interest groups. Many newsgroups also offer resume posting and interviewing services. Associations, like the American Society of Association Executives (ASAE) (www.asaenet.org/careerheadquarters), have web sites that allow viewing of informational interviews and provide resume and interviewing tips.

Salary negotiating is a significant aspect of job interviewing, and it is very important to be armed with the salary expected of certain occupations. The Internet provides plenty of information on salaries and benefits, both locally and nationally. Simply using search engines like Yahoo or Alta Vista and typing in a search word such as "salary" causes all sorts of information on various occupational interests to appear. The Occupational Outlook Handbook (http://stats.bls.gov/ocohome.htm) is also a helpful source to monitor when looking for salary information.

Not only is there on-line help in preparing for interviews but actually interviewing on-line is becoming increasingly popular. SHL Aspen Tree Software has developed a software program allowing companies like Nike or Macy's to conduct web-based interviews. This system can be very helpful for employers to weed out candidates who might not fit in with the organization's culture. For example, by asking a series of multiple choice questions almost half of the candidates can be eliminated. Although this advance in interviewing will never replace the face to face meeting, companies are finding that it is cheaper and cuts down on time in searching for candidates.

There are other resourceful career management sites offered on the Net. CareerWeb (www.cweb.com) is considered one of the most valuable. It contains job hunting advice, articles, and information on career changing techniques for networking.

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Employers can conduct virtual interviews through public forums or private chat rooms. Some websites like AOL's CareerCenter also include a self-employment resource center.

Career Development Services

Within the past two years, career development services on the World Wide Web have undergone a virtual metamorphouses. Two years ago productive career and college sites were difficult to find, but today, there are several good sites and just about every college and university has its own website. These sites are now being explored from schools, homes, and libraries.

The information provided on academic sites has dramatically improved. In the past, the majority of information available consisted solely of tuition and admissions. Now, not only does one receive this information, but he or she also finds statistics on anything, even campus crime. Sites may contain on-line campus tours and viewing of school newspapers. Some have interactive components, which make it possible to sample admissions tests and request scholarship applications. CollegeView (www.collegeview.com) posts free profiles of over 3,700 colleges and universities. It contains electronic applications, virtual tours, and financial aid information. Peterson's Education Center (www.petersons.com) covers information that is helpful to the older student as well. It contains information pertaining to educational programs at all levels and provides databases of colleges and academic programs.

Telementoring is becoming popular as a way for students to seek career advice and counseling. Telementoring is either formal or informal, and it consists of exchanges between students and professionals via e-mail or the World Wide Web. The National School Network Exchange (http://nsn.bbn.com/) has a site offering telementoring

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information and opportunities. Some programs are constructed as a year-long relationship that focuses on career guidance and personal development. Mentors can be found through professional associations or local corporations.

Career planning services continue to proliferate on the World-Wide-Web. The US Department of Labor maintains an Internet career service called America's Career Kit (http://www.ci.phoenix.az.us/ONESTOP/kitidx.html). This site includes three databases. The first is America's Job Bank, which boasts 800,000 jobs a day. Another database, America's Talent Bank, includes a national database of resumes posted by job seekers, and it matches employer's listings with resumes. America's Career Kit also contains America's Career InfoNet. This is a source of information for career exploration where searches are conducted of occupations to find information on earnings, job duties, training, and employment outlook. It also offers links to related information including guidance and career counseling, government reports/surveys, magazines, and newspapers. Other sites like the Career Development Manual (http://www.adm.uwaterloo.ca/infocecs/crc/manual-home.html attack career planning from a slightly different angle. This site is an interactive career-planning guide, which begins with self-assessment and continues through employment contacts. The guide ends with career/life planning.

Companies are also utilizing the Internet to aid their own employees. They are learning that people change professions 8-10 times in their lives, and they are developing their own on-line career resources for them. Some of these resources contain information on job trends, links to on-line job listings, and sometimes individual job counseling Although it is still new to the Internet, Cybercoaching is also becoming a popular way for job seekers to gain advice and encouragement through their own computer.

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Cybercoaching uses the Web or e-mail as a way of motivation. Pep talks include advice on securing a job interview, practicing interviewing skills, and instruction on making cold calls. The Wall Street Journal has just recently added career counseling to its web site (http://www.careers.wsj.com/). This site offers one-on-one advice from counselors on topics such as interviewing techniques, job hunting skills, and resume critiquing.

See Tables 1-6 for what the authors consider to be among the best career services sites on the web. However, a word of caution is in order when accessing and using career services on the World-Wide-Web, especially in the area of counseling. There are sites whose primary concern is of commercial interest. Currently, there is little quality control, and services can drastically vary in quality. When using the Internet for career development services, keep in mind certain criteria; investigate the source's authority-such as the credentials of the person or organization that has posted the information, scrutinize the accuracy of the content information-perhaps compare it with other resources, and check to see how regularly the site is updated.

Summary

Currently, there are numerous websites on the Internet dedicated to academic and career planning, market information, market trends, and job banks. A large portion of what is offered on the Internet consists mainly of job placement activities. This emphasizes searching vast databases of job openings and submitting resumes. Information about colleges and universities contains a large content area on the Internet as well. All of this information has led to the increased popularity of using the Internet as a great resource for career management and development. While the area of academic and career counseling has grown and improved greatly in the past two years, there are

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still some areas that are lacking. Some web sites are beginning to expand their resources to include private counseling, but there is still very little attention provided to testing and self-assessment related to career planning.

Table 1 Career Planning/Comprehensive Job Search Sites

Career Service Site	URL Address
Career Development Manual	http://www.adm.uwaterloo.ca/infocecs/CRC/manual-home.html
Career Planning Process	http://www.bgsu.edu/offices/careers/process/process.html
Creative Job Search	http://mapping-your-future.org/
Job Search Guide: Strategies for Professionals	http://www.des.state.mn.us/cjs/cjs_site/cjsbook/contents.htm
Mapping Your Future	http://www.hsc.edu/stu/career/manual/index.html
Minnesota Department of Economic Security, Career Planning Manual	http://www.works.state.mo.us/tips/index.htm
The Riley Guide	http://www.dbm.com/jobguide/jsguides.html

Table 2 Career Advice Sites

Career Service Site	URL Address
All About.com Job Searching	http://jobsearch.about.com/library/weekly/aa042599.htm?pid=2772&cob=home
Ask An Expert	http://www.askanexpert.com/index.shtml
CollegeView	http://www.collegeview.com/
The Dixon Report	http://www.pamdixon.com/
Job Choices Online	http://www.jobweb.org/jconline/interview/test/default.shtml
JobHunters Bible.com	http://www.jobhuntersbible.com/index.html
Joyce Lain Kennedy's Careers	http://www.sunfeatures.com/
Mind Tools	http://www.mindtools.com/index.html
National Business Employment	http://www.nbew.com/
Networking on the Network	http://dlis.gseis.ucla.edu/people/pagre/network.html
Weekly	http://www1.sympatico.ca/Contents/Business/Careers/workplace/jobquest/expert.htm
JobQuest	http://www.petersons.com/
Peterson's Education Center	http://www.polygraphplace.com/docs/information.htm
Polygraph Place	http://examiner.com/careersearch/
San Francisco Examiner	http://www.fastcompany.com/online/16/webjobs.html
35 Ways To Land A Job On-line	
The Wallstreet Journal Interactive	http://careers.wsj.com/

Table 3 Job Hunting Sites

Career Service Site	URL Address
America's Employers	http://www.americasemployers.com/
Best Jobs USA	http://www.bestjobsusa.com/
Career Builder	http://www.careerbuilder.com/
Career City	http://www.careercity.com/job/srch/
Career Mosaic	http://www.careermosaic.com/cm/jobs.html
CareerPath	http://new.careerpath.com/
CareerSite.com	http://www.careersite.com/
CareerWeb	http://www.careerweb.com/jobs/
Excite Employment Classifieds	http://classifieds2000.com/cgi-cls/display.exe?partner=c2k&path=Employment~SearchEmployment
4 Work	http://www.4work.com/
Hot Jobs.com	http://www.hotjobs.com/
HotLinks To Online Newspapers	http://www.naa.org/hotlinks/index.asp
Internet Business Network	http://www.interbiznet.com/
Job Bank USA	http://www.jobbankusa.com/jobs.html
Job Central	http://www.jobbankusa.com/jobs.html
Job Opportunities	http://www.joboptions.com/esp/plsql/espan_enter.espan_home
Monstor.com	http://www.nationjob.com/
NationJobs Network	http://www.monsterboard.com/
Net Temps	http://www.sftoday.com/enn2/jobcentral.htm
Online Job And Career Search	http://www.net-temps.com/
Preferred Jobs	http://www.reverse-lookup.com/jobst.htm
SearchEase	http://www.preferredjobs.com/
	http://www.searchease.com/

Table 4 Recruiting Sites

Career Service Site	URL Address
Careet City	http://www.careercity.com/fair/
CareerMosaic	http://www.careermosaic.com/cm/cm35.html
Careershop.com	http://www.careershop.com/mainjfpg.asp?Section=Hub
Electronic Recruiting Index	http://www.americasemployers.com/
Headhunter.net	http://www.headhunter.net/

Table 5 Salary Negotiations Sites

Career Service Site	URL Address
America's Career InfoNet: Wages	http://www.acinet.org/acinet/occ_sea1.htm
JobStar	http://jobstar.org/index.htm
Salaries & Profiles and Trends	http://public.wsj.com/careers/resources/documents/cwc-salaries.htm
The Occupational Outlook Handbook	http://www.bls.gov/news.release/ooh.nws.htm

Table 6 Women, Minorities, and Entrepreneur Sites

Career Service Site	URL Address
American Express Small Business Exchange	http://www6.americanexpress.com/smallbusiness/
Blackvoices.com	http://www.blackvoices.com/
The Black Collegian Online	http://www.black-collegian.com/
Disability Services at University of Minnesota	http://www.nyu.edu/pages/sls/gaywork/
Feminist Career Center	http://www.feminist.org/911/911jobs.html
Gay Workplace Issues Homepage	http://www.onlinewbc.org/Docs/finance/index.html
Hispanic Online	http://www.hisp.com/
Minorities Job Bank	http://www.minorities-jb.com/sitechar.html
National Diversity Newspaper Job Bank	http://www.newsjobs.com/
Online Women's Business Center	http://disdev.stu.umn.edu/index.html
Small Business Administration	http://www.sbaonline.sba.gov/
The SOHO Guidebook	http://www.toolkit.cch.com/scripts/soho_toc.dll?
Womenswire	http://www.womenswire.com/work/work.html
Women's Work	http://www.wwork.com/

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